



Tapestry Segmentation Area Profile

Ranked by Households

Prepared by ARMS

Counties: Morgan, AL

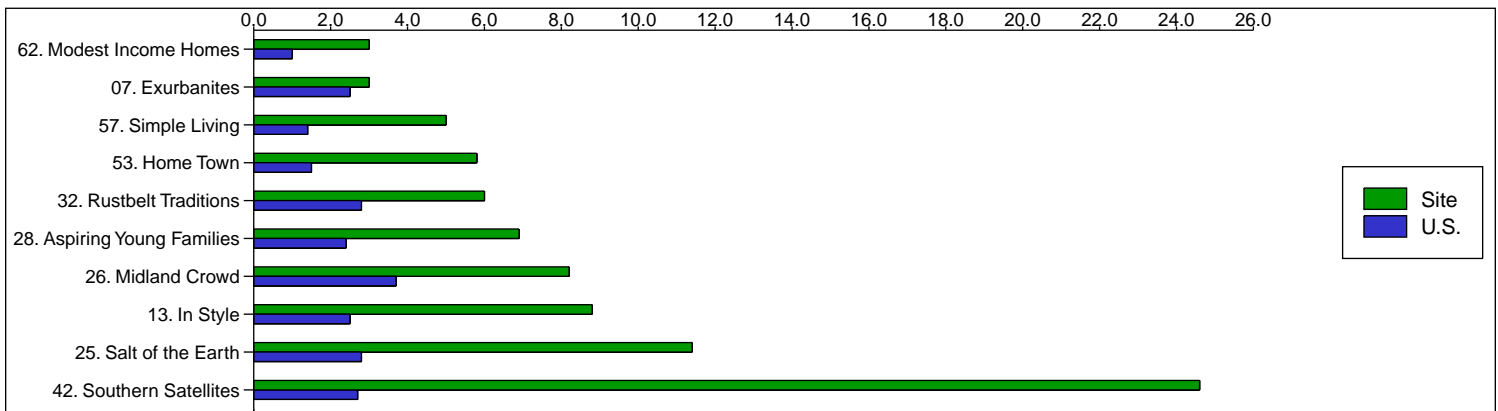
Top Twenty Tapestry Segments

Tapestry segment descriptions can be found at <http://www.esri.com/library/whitepapers/pdfs/community-tapestry.pdf>

Rank	Tapestry Segment	Households		U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	42. Southern Satellites	24.6%	24.6%	2.7%	2.7%	902
2	25. Salt of the Earth	11.4%	36.0%	2.8%	5.5%	411
3	13. In Style	8.8%	44.8%	2.5%	8.0%	355
4	26. Midland Crowd	8.2%	53.0%	3.7%	11.7%	221
5	28. Aspiring Young Families	6.9%	59.9%	2.4%	14.1%	295
	Subtotal	59.9%		14.1%		
6	32. Rustbelt Traditions	6.0%	65.9%	2.8%	16.9%	213
7	53. Home Town	5.8%	71.7%	1.5%	18.4%	396
8	57. Simple Living	5.0%	76.7%	1.4%	19.8%	354
9	07. Exurbanites	3.0%	79.7%	2.5%	22.3%	121
10	62. Modest Income Homes	3.0%	82.7%	1.0%	23.3%	294
	Subtotal	22.8%		9.2%		
11	17. Green Acres	2.8%	85.5%	3.2%	26.5%	88
12	50. Heartland Communities	2.6%	88.1%	2.2%	28.7%	121
13	14. Prosperous Empty Nesters	2.4%	90.5%	1.8%	30.5%	132
14	18. Cozy and Comfortable	2.3%	92.8%	2.8%	33.3%	80
15	29. Rustbelt Retirees	1.7%	94.5%	2.1%	35.4%	80
	Subtotal	11.8%		12.1%		
16	51. Metro City Edge	1.6%	96.1%	0.9%	36.3%	165
17	33. Midlife Junction	1.3%	97.4%	2.5%	38.8%	53
18	30. Retirement Communities	1.3%	98.7%	1.5%	40.3%	90
19	41. Crossroads	1.2%	99.9%	1.5%	41.8%	79
	Total	99.9%		41.8%		239

Top Ten Tapestry Segments

Site vs. U.S.

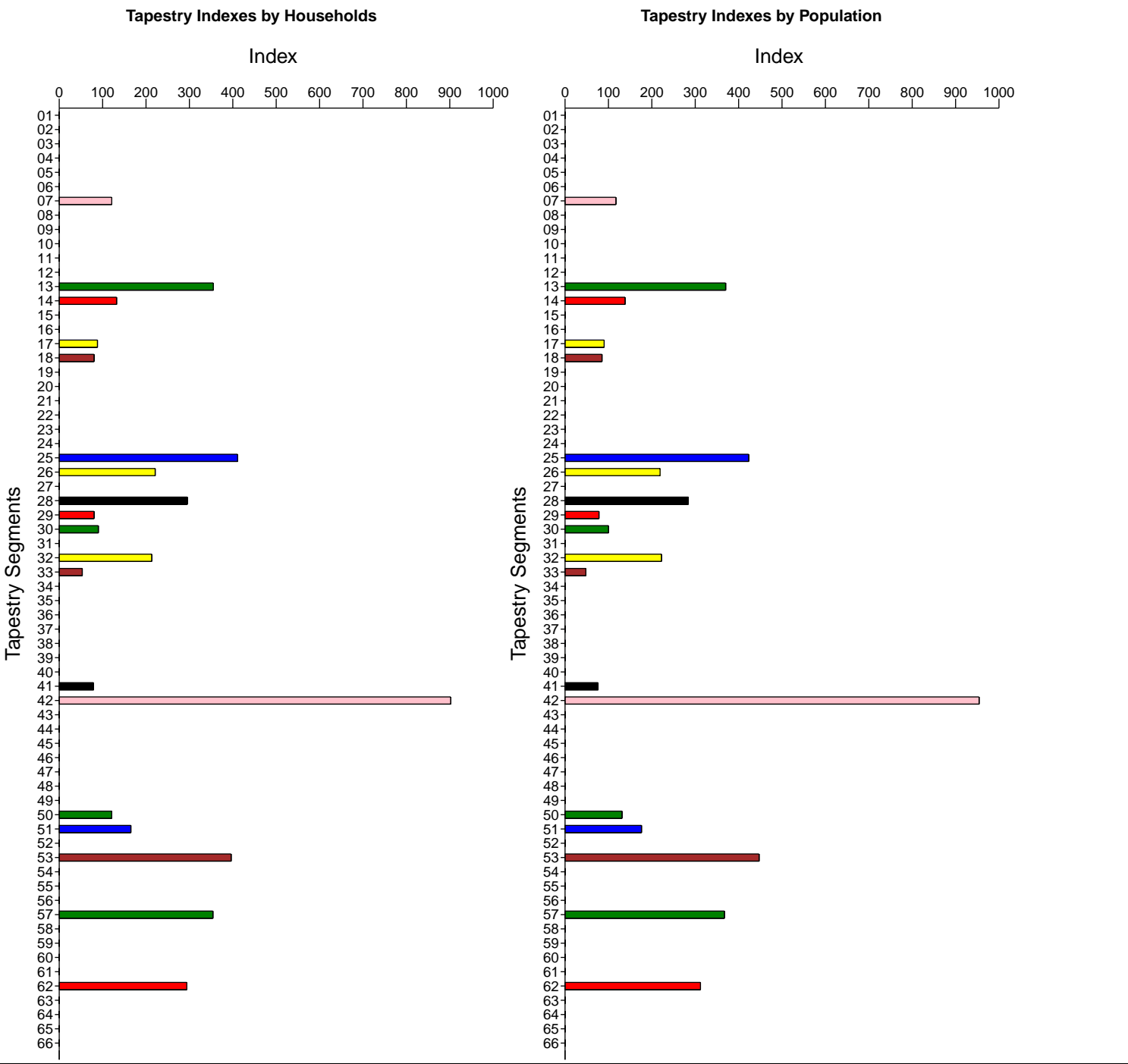


Percent of Households by Tapestry Segment

Source: ESRI



Counties: Morgan, AL



Source: ESRI



Tapestry Segmentation Area Profile

LifeMode Groups
Prepared by ARMS

Counties: Morgan, AL

Tapestry LifeMode Groups	2008 Households			2008 Population		
	Number	Percent	Index	Number	Percent	Index
Total	46,582	100.0%		116,354	100.0%	
L1. High Society	1,407	3.0%	24	3,492	3.0%	21
01 Top Rung	0	0.0%	0	0	0.0%	0
02 Suburban Splendor	0	0.0%	0	0	0.0%	0
03 Connoisseurs	0	0.0%	0	0	0.0%	0
04 Boomburbs	0	0.0%	0	0	0.0%	0
05 Wealthy Seaboard Suburbs	0	0.0%	0	0	0.0%	0
06 Sophisticated Squires	0	0.0%	0	0	0.0%	0
07 Exurbanites	1,407	3.0%	121	3,492	3.0%	117
L2. Upscale Avenues	6,458	13.9%	100	16,137	13.9%	101
09 Urban Chic	0	0.0%	0	0	0.0%	0
10 Pleasant-Ville	0	0.0%	0	0	0.0%	0
11 Pacific Heights	0	0.0%	0	0	0.0%	0
13 In Style	4,096	8.8%	355	9,890	8.5%	370
16 Enterprising Professionals	0	0.0%	0	0	0.0%	0
17 Green Acres	1,307	2.8%	88	3,462	3.0%	90
18 Cozy and Comfortable	1,055	2.3%	80	2,785	2.4%	85
L3. Metropolis	2,109	4.5%	86	5,820	5.0%	95
20 City Lights	0	0.0%	0	0	0.0%	0
22 Metropolitans	0	0.0%	0	0	0.0%	0
45 City Strivers	0	0.0%	0	0	0.0%	0
51 Metro City Edge	723	1.6%	165	2,113	1.8%	176
54 Urban Rows	0	0.0%	0	0	0.0%	0
62 Modest Income Homes	1,386	3.0%	294	3,707	3.2%	312
L4. Solo Acts	0	0.0%	0	0	0.0%	0
08 Laptops and Lattes	0	0.0%	0	0	0.0%	0
23 Trendsetters	0	0.0%	0	0	0.0%	0
27 Metro Renters	0	0.0%	0	0	0.0%	0
36 Old and Newcomers	0	0.0%	0	0	0.0%	0
39 Young and Restless	0	0.0%	0	0	0.0%	0
L5. Senior Styles	6,096	13.1%	106	13,673	11.8%	113
14 Prosperous Empty Nesters	1,133	2.4%	132	2,705	2.3%	138
15 Silver and Gold	0	0.0%	0	0	0.0%	0
29 Rustbelt Retirees	784	1.7%	80	1,714	1.5%	78
30 Retirement Communities	616	1.3%	90	1,306	1.1%	100
43 The Elders	0	0.0%	0	0	0.0%	0
49 Senior Sun Seekers	0	0.0%	0	0	0.0%	0
50 Heartland Communities	1,218	2.6%	121	2,950	2.5%	131
57 Simple Living	2,345	5.0%	354	4,998	4.3%	367
65 Social Security Set	0	0.0%	0	0	0.0%	0
L6. Scholars & Patriots	0	0.0%	0	0	0.0%	0
40 Military Proximity	0	0.0%	0	0	0.0%	0
55 College Towns	0	0.0%	0	0	0.0%	0
63 Dorms to Diplomas	0	0.0%	0	0	0.0%	0

Source: ESRI



Tapestry Segmentation Area Profile

LifeMode Groups
Prepared by ARMS

Counties: Morgan, AL

Tapestry LifeMode Groups	2008 Households			2008 Population		
	Number	Percent	Index	Number	Percent	Index
Total	46,582	100.0%		116,354	100.0%	
L7. High Hopes	3,232	6.9%	169	7,483	6.4%	169
28 Aspiring Young Families	3,232	6.9%	295	7,483	6.4%	284
48 Great Expectations	0	0.0%	0	0	0.0%	0
L8. Global Roots	0	0.0%	0	0	0.0%	0
35 International Marketplace	0	0.0%	0	0	0.0%	0
38 Industrious Urban Fringe	0	0.0%	0	0	0.0%	0
44 Urban Melting Pot	0	0.0%	0	0	0.0%	0
47 Las Casas	0	0.0%	0	0	0.0%	0
52 Inner City Tenants	0	0.0%	0	0	0.0%	0
58 NeWest Residents	0	0.0%	0	0	0.0%	0
60 City Dimensions	0	0.0%	0	0	0.0%	0
61 High Rise Renters	0	0.0%	0	0	0.0%	0
L9. Family Portrait	0	0.0%	0	0	0.0%	0
12 Up and Coming Families	0	0.0%	0	0	0.0%	0
19 Milk and Cookies	0	0.0%	0	0	0.0%	0
21 Urban Villages	0	0.0%	0	0	0.0%	0
59 Southwestern Families	0	0.0%	0	0	0.0%	0
64 City Commons	0	0.0%	0	0	0.0%	0
L10. Traditional Living	3,431	7.4%	84	8,168	7.0%	84
24 Main Street, USA	0	0.0%	0	0	0.0%	0
32 Rustbelt Traditions	2,812	6.0%	213	6,930	6.0%	222
33 Midlife Junction	619	1.3%	53	1,238	1.1%	48
34 Family Foundations	0	0.0%	0	0	0.0%	0
L11. Factories & Farms	19,452	41.8%	440	50,397	43.3%	464
25 Salt of the Earth	5,307	11.4%	411	13,471	11.6%	423
37 Prairie Living	0	0.0%	0	0	0.0%	0
42 Southern Satellites	11,450	24.6%	902	29,667	25.5%	954
53 Home Town	2,695	5.8%	396	7,259	6.2%	447
56 Rural Bypasses	0	0.0%	0	0	0.0%	0
L12. American Quilt	4,397	9.4%	101	11,184	9.6%	104
26 Midland Crowd	3,842	8.2%	221	9,780	8.4%	219
31 Rural Resort Dwellers	0	0.0%	0	0	0.0%	0
41 Crossroads	555	1.2%	79	1,404	1.2%	76
46 Rooted Rural	0	0.0%	0	0	0.0%	0
66 Unclassified	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The Index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the U.S. average. Tapestry segment descriptions can be found at <http://www.esri.com/library/whitepapers/pdfs/community-tapestry.pdf>

Source: ESRI



Tapestry Segmentation Area Profile

Urbanization Groups

Prepared by ARMS

Counties: Morgan, AL

Tapestry Urbanization Groups	2008 Households			2008 Population		
	Number	Percent	Index	Number	Percent	Index
Total	46,582	100.0%		116,354	100.0%	
U1. Principal Urban Centers I	0	0.0%	0	0	0.0%	0
08 Laptops and Lattes	0	0.0%	0	0	0.0%	0
11 Pacific Heights	0	0.0%	0	0	0.0%	0
20 City Lights	0	0.0%	0	0	0.0%	0
21 Urban Villages	0	0.0%	0	0	0.0%	0
23 Trendsetters	0	0.0%	0	0	0.0%	0
27 Metro Renters	0	0.0%	0	0	0.0%	0
35 International Marketplace	0	0.0%	0	0	0.0%	0
44 Urban Melting Pot	0	0.0%	0	0	0.0%	0
U2. Principal Urban Centers II	0	0.0%	0	0	0.0%	0
45 City Strivers	0	0.0%	0	0	0.0%	0
47 Las Casas	0	0.0%	0	0	0.0%	0
54 Urban Rows	0	0.0%	0	0	0.0%	0
58 NeWest Residents	0	0.0%	0	0	0.0%	0
61 High Rise Renters	0	0.0%	0	0	0.0%	0
64 City Commons	0	0.0%	0	0	0.0%	0
65 Social Security Set	0	0.0%	0	0	0.0%	0
U3. Metro Cities I	0	0.0%	0	0	0.0%	0
01 Top Rung	0	0.0%	0	0	0.0%	0
03 Connoisseurs	0	0.0%	0	0	0.0%	0
05 Wealthy Seaboard Suburbs	0	0.0%	0	0	0.0%	0
09 Urban Chic	0	0.0%	0	0	0.0%	0
10 Pleasant-Ville	0	0.0%	0	0	0.0%	0
16 Enterprising Professionals	0	0.0%	0	0	0.0%	0
19 Milk and Cookies	0	0.0%	0	0	0.0%	0
22 Metropolitans	0	0.0%	0	0	0.0%	0
U4. Metro Cities II	3,848	8.3%	76	8,789	7.6%	76
28 Aspiring Young Families	3,232	6.9%	295	7,483	6.4%	284
30 Retirement Communities	616	1.3%	90	1,306	1.1%	100
34 Family Foundations	0	0.0%	0	0	0.0%	0
36 Old and Newcomers	0	0.0%	0	0	0.0%	0
39 Young and Restless	0	0.0%	0	0	0.0%	0
52 Inner City Tenants	0	0.0%	0	0	0.0%	0
60 City Dimensions	0	0.0%	0	0	0.0%	0
63 Dorms to Diplomas	0	0.0%	0	0	0.0%	0
U5. Urban Outskirts I	2,812	6.0%	55	6,930	6.0%	52
04 Boomburbs	0	0.0%	0	0	0.0%	0
24 Main Street, USA	0	0.0%	0	0	0.0%	0
32 Rustbelt Traditions	2,812	6.0%	213	6,930	6.0%	222
38 Industrious Urban Fringe	0	0.0%	0	0	0.0%	0
48 Great Expectations	0	0.0%	0	0	0.0%	0

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U6. Urban Outskirts II	4,454	9.6%	186	10,818	9.3%	176
51 Metro City Edge	723	1.6%	165	2,113	1.8%	176
55 College Towns	0	0.0%	0	0	0.0%	0
57 Simple Living	2,345	5.0%	354	4,998	4.3%	367
59 Southwestern Families	0	0.0%	0	0	0.0%	0
62 Modest Income Homes	1,386	3.0%	294	3,707	3.2%	312
U7. Suburban Periphery I	6,636	14.2%	91	16,087	13.8%	85
02 Suburban Splendor	0	0.0%	0	0	0.0%	0
06 Sophisticated Squires	0	0.0%	0	0	0.0%	0
07 Exurbanites	1,407	3.0%	121	3,492	3.0%	117
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15 Silver and Gold	0	0.0%	0	0	0.0%	0
U8. Suburban Periphery II	5,153	11.1%	114	12,996	11.2%	123
18 Cozy and Comfortable	1,055	2.3%	80	2,785	2.4%	85
29 Rustbelt Retirees	784	1.7%	80	1,714	1.5%	78
33 Midlife Junction	619	1.3%	53	1,238	1.1%	48
40 Military Proximity	0	0.0%	0	0	0.0%	0
43 The Elders	0	0.0%	0	0	0.0%	0
53 Home Town	2,695	5.8%	396	7,259	6.2%	447
U9. Small Towns	1,773	3.8%	78	4,354	3.7%	83
41 Crossroads	555	1.2%	79	1,404	1.2%	76
49 Senior Sun Seekers	0	0.0%	0	0	0.0%	0
50 Heartland Communities	1,218	2.6%	121	2,950	2.5%	131
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56 Rural Bypasses	0	0.0%	0	0	0.0%	0
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